



THE FAS LETTER

AROUND THE WORLD WITH THE AGRICULTURAL ATTACHE SERVICE

July 1970

ATTACHE KENNETH E. OGREN ON PRESIDENTIAL COMMISSION

Attache Kenneth E. Ogren of the OECD office in Paris will return to Washington at the end of July to begin a year's assignment on the staff of the Commission on International Trade and Investment Policy. This Commission has been formed to make a study of the principal problems faced by the U.S. in the field of foreign trade and investment policies, reporting its findings to the President and making recommendations for future policy. Its professional staff is headed by Dr. Isaiah Frank, Executive Director.

A specialist in marketing economics, Attache Ogren is well qualified for his new assignment. He holds B.S., M.A. and Ph.D. degrees from the University of Minnesota, his native state, and has been with USDA for 21 years. He was director of the Marketing Economics Division of the Economic Research Service prior to his assignment to Paris in 1967.

Agricultural members of the 27-member Commission include Max Myers, Director, Institute of Social Sciences for Rural-Urban Research, South Dakota State University, and former FAS Administrator; Kenneth D. Naden, Executive Vice President, National Council of Farmer Cooperatives; and William R. Pearce, Vice President, Cargill, Inc.

Mr. Ogren's replacement in Paris had not been named at presstime.

DALE FARRINGER RETURNS FROM VIETNAM ASSIGNMENT

Dale Farringer, who went to South Vietnam last year to head an agricultural economics group working in programs sponsored by USAID, has returned to FAS/W to take over the duties of area officer for the Far East/South Asia area. This region had been handled by Paul Taggart, recently retired. Dale began his new assignment on June 17.

Dale is an old hand as area officer, having served in the Western Hemisphere in this capacity from 1965 to 1969. In addition, he was ag attache to Uruguay from 1950-55 and served as acting ag attache to Yugoslavia for a short period in 1964.

In his recent Saigon assignment, Dale worked closely with the chief of Vietnam's Agricultural, Economic and Statistical Service in developing information on the rice situation.

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Gill Piquette, who was secretary in the New Delhi ag attache office for five years, is the Personnel Division's new equal employment opportunity coordinator. Gill's new duties include counseling service to employees.

JOURNEY'S END... About 50 dignitaries attended the ceremony in which the International Grand Champion steer, "Conoco", was presented by the Japanese Ministry of Agriculture and Forestry and the Japan 4-H Club Association to the Suehiro Food Company. The ceremony took place at the American Park Pavilion Plaza in Expo '70 at Osaka. "Conoco's" travel odyssey began in Illinois when the Chicago Mercantile Exchange bought him for \$15,000 and presented him to Secretary of Agriculture Clifford M. Hardin, who in turn presented him to the Ministry of Agriculture and 4-H Club through Japanese Ambassador Takezo Shimoda in Washington and U.S. Ambassador Armin H. Meyer in Tokyo.

The 1,450-pound crossbred Angus-Charolais champ is seen here with some of his admirers. The three gentlemen at the left are K. Nitta and K. Matsushita, 4-H Club Association officials, and T. Maruo, a Ministry of Agriculture and Forestry official. Viewing the bovine traveler's well-groomed head is Ag Attache Elmer Hallowell, with American Consul General W. C. Sherman next to him. To the left of the Consul General is Assistant Attache Ted Freeman.

"Conoco's" new owner, the Suehiro Food Company, operates a chain of 50 restaurants (specializing in steak) in principal Japanese cities.





INTRODUCING A GOOD-LOOKING CROWD... The FAS/W orientation sessions for the 1970 foreign national trainees gave the cameraman an opportunity to make this handsome group picture. In the front row (left to right): John Motz, Assistant to the Assistant Administrator/AA, who was in charge of the training program; Irene Rolner, Denmark; Uldarico Diaz, Colombia; Jacques Laruelle, Belgium; Kunio Uyeno, Japan; Kathleen Ryan, New Zealand; Cornelis de Goede, Australia; and Horace Davis, Assistant Administrator/AA. Back row (left to right): Christian Langezaal, Netherlands; Odigie Oniha, Nigeria; Dharam Khosla, India; Dieter Ramm, Germany; Rafael Rosenzweig, Israel; and Julio Castilla, Peru.

GORDON LOVELESS HEARD ON TAPES FROM NEW ZEALAND

Attache Gordon Loveless of Wellington was recently featured on two radio programs presented by USDA's Radio and Television Service.

In the first of these, Gordon talked about the introduction of American quarter horses into New Zealand, where there is a growing interest in the quarter horse breed for polo, pony clubs, and riding the range.

The second broadcast dealt with the effects of drought damage to New Zealand's famous grasslands, making the importation of feed grains necessary in order to maintain the country's livestock output.

BRYAN-GANDARA NUPTIALS

Harry Bryan is the most recent newlywed on the FAS field staff. Upon his return from 2½ years' duty in Guatemala as ag attache, Harry was married on May 8 in his native El Paso, Texas, to Miss Mireya Gandara of Guatemala City. After a short wedding trip in the Southwest, the Bryans returned to Washington, where Harry has been assigned to the Cotton Division.

Harry was assistant ag attache in Pakistan from 1964-67.



CANBERRA CONFEREES... Pictured here are some of the participants in the recent conference of attaches in the Far East/South Asia area. Attache Fred Lege of Canberra (at left) was the fellow who handled pre-conference arrangements and took care of the many details in his usual capable fashion. With Fred are FAS Administrator Ray Ioanes, Congressman Odin Langen (Minnesota), Congressman Charles M. Teague (California), Senator Henry L. Bellmon (Oklahoma), and Congressman Stephen Foley (Washington).

JOHN KROSS COFFEE WORK TRANSLATED IN KISWAHILI

Dr. John Kross, director of the Sugar and Tropical Products Division, and J. Phillip Rourke have witnessed an impressive demonstration on the far-reaching impact of the printed word.

When Ex-Attache Kross (Turkey, Italy, Switzerland, and Belgium) and Marketing Specialist Rourke recently wrote a review and analysis of the world coffee situation and gave an outlook on coffee's future for **Foreign Agriculture** (January 12, 1970), other government agencies, foreign governments, and the U.S. coffee industry were quick to comment on the article's merits. There was a big demand for extra copies and reprints to be distributed at various meetings, and several American publications ran the article. One of these was the **Commodity Intelligence Report** of George Gordon Paton, generally considered the most informative source of information in the coffee world.

Recognition at home, however, was only the beginning. The Kross-Rourke article was next translated into Portuguese by the Brazilian Coffee Institute, and the World Coffee Information Center in Colombia issued a Spanish translation. A second Spanish translation was made in Central America and the International Coffee Organization in London reproduced the article in French and Spanish for distribution to its members.

The latest report on the fortunes of "Story of the 1960's: Coffee in World Trade" comes from Africa, where the Tanganyika Coffee Board has translated this article into Kiswahili for use in Tanzania.

That's a lot of mileage and a lot of translating for one report! Let's give the authors a big hand!



Edward A. Gorman of the Trade Fairs Division has been designated Export Facilities Coordinator in the Export Services Division which is now being organized in Ken Krogh's market development shop.

COSTA RICA FIELD TRIP... When the Pacific coast in Costa Rica was beset with floods, three teams from the U.S. Embassy in San Jose took to the road to assess damages. Ag Attache Byron Montgomery (right) and Labor Attache John Stevens had the job of reporting on refugee problems and damage to rice, cattle, and sugar in the Northwest province of Guanacaste. After crossing many flooded rivers and driving on roads with water almost over the hood, Byron's old Green Hornet finally refused to make the trip home until its plugs and distributor were dried off.

USDA SUPERIOR SERVICE AWARD



Wilferd L. Phillipsen, Agricultural Attache to the Southern Caribbean Area, received USDA's second highest award for superior initiative and performance in promoting the sale of U.S. agricultural commodities in this area in a ceremony at the U.S. Embassy at Port of Spain, Trinidad. Bud is shown receiving his award from Ambassador J. Fife Symington.

In making the presentation, Ambassador Symington said: "It is certainly encouraging that your fine work in the Caribbean area has been recognized. From my standpoint, you have always done an excellent job for the United States here in Trinidad and Tobago. However, I particularly compliment you for your unusual drive and professional approach since I am aware that to receive this award you also had to do an excellent job in the other thirteen countries in your area of responsibility."





FIELD LAURELS



(1) Ambassador Douglas MacArthur II congratulates Attache Steve Stephanides of Tehran following presentation of an FAS Certificate of Merit. The smiling lady is Mrs. Stephanides. Commented the Ambassador: "The award to Steve is well deserved. His activities in support of American Agriculture have been outstanding."

(2) In Nairobi, Ambassador Robinson McIlvaine presents a Certificate of Merit and 10-year service pin to Attache Bill Davis.

(3) Ambassador Francis E. Meloy, Jr. presents Attache Bob McConnell of Santo Domingo with a 10-year Length of Service award. Present for the ceremony were various officers of the U.S. Mission.

(4) Rome had three winners this year. Assistant Attache Paul Danyluk (left) received a 10-year Length of Service award; Attache Berk Beukenkamp (second from right) was awarded a Certificate of Merit for Special Achievement; and Ag Specialist Louis Mertna was honored with a 25-year Length of Service citation. Ambassador Graham A. Martin, second from left, made the presentation.

(5) Ambassador John S. D. Eisenhower and Attache Harold L. Koeller are shown here just after the Ambassador had pinned a 30-year service pin on Harold in a ceremony at Brussels.





(6) En route home from the Canberra attache conference, Horace Davis, Assistant Administrator/AA, stopped in Bangkok just long enough to have the pleasure of presenting two Certificates of Merit (outstanding performance and quality step increase) to Mrs. Mary Jane Stewart, secretary to Attache Bill von Seggern. The two onlookers are Frank Jones, Embassy GSO, and Konrad Bekker, Counselor for Economic Affairs.



(7) Attache W. Garth Thorburn of Bogota receives his Certificate of Merit from Ambassador J. Vaughn. Looking on from left to right: B. Hemenway, Economic Counselor; H. Ryerson, Commercial Attache; and C. Lohmann, Treasury Attache.

(8) American Consul General Robert F. Corrigan of Sao Paulo congratulates Ag Officer Shackford Pitcher (right) on his Certificate of Merit at a presentation ceremony attended by the Country Team in Sao Paulo. Reporting on this event, Consul General Corrigan said: "....We look on the Agricultural Officer as an integral element of the Consulate General and a valued member of our team. For this reason, we were especially pleased that he received this distinction."



(9) Mexico City had a double header awards ceremony, followed by a reception. Recipients of Certificates of Merit were U.S. Resident Secretary April Arkus and Administrative Assistant Ruth Henderson. From left to right: Mrs. Esperanza J. de Henderson, Ruth Henderson, Ambassador Robert McBride, April Arkus, Mrs. Bill Rodman, and Attache Rodman.



RETIREE ROSTER

- **Nellie Lee**, program assistant in the office of Assistant Administrator Horace Davis, retires on July 31, completing 33 years with USDA. Nellie has been part of the ag attache service since 1944; in fact, she was with OFAR in the days when the overseas staff numbered eight attaches. She has a wide circle of friends among field personnel past and present, all of whom will miss her capable assistance and warm interest in their activities. Nellie will continue to live at 3601 Wisconsin Avenue, Washington, D. C. 20016.
- **Bettie Denson**, Reports and Statistics, is also retiring on July 31. Bettie has been with the U.S. government since 1942, and joined USDA in 1948. She was secretary in the London ag attache office from 1955-57, and in Rio de Janeiro from 1960-65.
- **Mrs. Marian Smith**, capable secretary in the Office of the Assistant Administrator for Management since 1958, retired on June 19 after 33 years of government service.
- Another retiree is **Tom Morrow**, former director of B&F whose last assignment was Assistant to Assistant Administrator for Management Ken McDaniel. Tom joined USDA in 1953.
- **Myra Sully**, long-time field secretary whose assignments have included Nigeria, Ethiopia, Pakistan, and Hong Kong, retired on July 10. Myra had worked for Uncle Sam since 1949.
- C&MS Administrator **Roy Lennartson** and former Associate Administrator of FAS retires on July 31, with 35 years of government service to his credit.



PICNIC TIME FOR FAS/W

FAS/EMS/FEDS employees and their families headed for Carderock Recreation Park in Maryland on the afternoon of June 24 to enjoy the traditional annual picnic of the Foreign Agricultural Club. Picnic fare, including Kentucky fried chicken and ice cream, was plentiful, and the music and door prizes that supplemented the games and contests added extra sparkle to this recreational fiesta. The BIG event of the picnic, of course, was the selection of Miss FAS/EMS/FEDS. This year's lucky young lady was Miss Pat Simmons of the Tobacco Division, who will participate in the Miss USDA contest this fall. Pat, who was chosen from a total of eight attractive contestants, was crowned by FAS Administrator Ioanes.

For a photographic introduction to Miss FAS/EMS/FEDS, see the August issue of the LETTER.

Meanwhile, a special round of applause and a big blue ribbon to the Cotton Division's Larry Osborne and his hard-working committee for a blue-ribbon gala!



MICROSCOPIC VIEW... When Ag Specialist Paul Hess (left) of the Bonn ag attache office accompanied the Great Plains Wheat Trade Mission to the U.S. Agricultural Research Center at Beltsville, team member Hans Werle took a look at a wheat sample under the microscope while his teammates awaited their turns.



PAUL HESS COMES TO U.S. ON A GPW TRADE MISSION

Ag Specialist Paul Hess of Attache George Parks' office in Bonn, who began his U.S. Government career in 1946 as an agricultural specialist and interpreter, spends a major part of his time delving into every aspect of the market situation for grains and feeds.

Paul's talents are not limited to grain reporting. Over his years with FAS he has become an accomplished escort for German grain trade missions to the U.S. His most recent field assignment was a two-week trip in late April and early May with a four-man wheat team made up of Messrs. H. Werle, Managing Director, Einfuhrhandel, Mannheim; H. Wiegnerhaus, Buyer, Getreide-Import-Gesellschaft, Duisburg; Wolfgang B. Schneider, Chief Executive, Import Department, A. C. Toepfer, Hamburg; and Karl Lappe, grain dealer for Messrs. Kurt A. Becher, Bremen.

The trip, which was jointly sponsored by Great Plains Wheat and FAS, included stops in North Dakota, Kansas, Minnesota, Illinois, Louisiana, and Washington. In addition to discussions with the grain trade and wheat producers on mutual problems, the mission had an opportunity to visit grain exchanges and see transportation and shipping facilities.

Paul made a similar trip with a GPW team in 1966, and in 1958 accompanied a group of German farmers on a private study trip through the U.S.

When he isn't talking about wheat or inspecting grain elevators, Paul likes to indulge in some gardening and pursue his other hobby, gemmology.

ROAMING AROUND

Attache **Frank Ehman** of Belgrade made a quick trip to Romania in early June to survey and report on the devastating floods in that country.

Newest FAS field linguist is **Jessie Hidalgo**, newly-assigned secretary to Attache **Garth Thorburn's** office in Bogota. Jessie emerged from her FSI linguistic test with flying colors—S-5 and S-4 ratings in Spanish.

European Area Officer **T. O. Engebretson** is making a valiant effort to reach the bottom of his in-box these days, after being on jury duty in Fairfax County from mid-May until mid-July. Tim hopes soon to have his accumulated stack of mail whittled down to normal size.

Abdul Sjukur Rachim, agricultural clerk in Attache **Gerry Kuhl's** office in Djakarta, resigned on June 1.

Attache **Carl Winberg's** office in Rawalpindi has a new local secretarial assistant, **Mrs. Patricia Peck**, who was appointed last month.

Dorothy Whitehead, the new secretary in Attache **Brice Meeker's** office, arrived in The Hague on July 19. Dorothy earned her B.S. degree from the Norfolk Division of Virginia State College in 1965, and has been with USDA for the past five years.

Ingrid Lewis, the new secretary in Attache **George Parks's** office in Bonn, reported for duty on July 15. Ingrid has had FAS experience in the Operations Analysis Division of FAS.

Mrs. Ramona McNeeley, secretary in Attache **Ernest Koenig's** office in Brussels (USEC), resigned in June with a record of three years' service in Belgium. Transfer orders for Ramona's military husband took the McNeeley clan home to Texas.

The **Rado Kinzhubers**, who were scheduled for home leave this summer, postponed their homecoming until next year after six-year-old **Alexander Kinzhuber** underwent surgery for an emergency appendectomy at the U.S. Army Hospital in Bremerhaven. The Kinzhubers are posted at Hamburg.

An auto accident sent Attache **Ford Milam** to a Lisbon hospital for two weeks' observation last month. A fractured wrist and some cracked ribs were involved, Ford reports.

Attache **George Parks** was on consultation in FAS/W for a few days last month. Before going back to Bonn, he took some annual leave in Massachusetts, visiting daughter **Gail** who is a student at Harvard Summer School.

Attache and **Mrs. Dale Vining** of Kuala Lumpur had a busy schedule ahead of them when they arrived for home leave last month. After attending the wedding of their son **Kelly** in Phoenix, Arizona and the graduation exercises of son **Terry** from Weber State in Ogden, Utah, Dale planned to assemble his fishing gear and head for the high mountains to catch some of those big rainbow trout that were waiting for him.

Gertrud Lennarz has joined the Bonn staff as clerk-typist.

Ag Specialist **Terrence Norman** in Attache **Gene Olson's** Ottawa office, has been promoted to agricultural economist.

Attache **Gene Ransom** will arrive in FAS/W on July 29 for home leave and return to Dublin.

Rudolph De Pourtales, ag assistant in Bern, enjoyed an April holiday in Scotland.



MEETING IN MADRID . . . When a delegation from the Ohio Farmers Grain Corporation toured Spain and Portugal this spring, they were welcomed in Madrid by Ambassador Robert Hill (left) and briefed on Spanish agriculture and the export market in that country by Ag Attache Clarence L. Miller (standing). Seated at Clarence's right are Assistant Attache Dale Douglas; Jose Vidal, economic specialist in the ag office; and Ag Specialist Carlos Perez de Rubin.

Lieutenant General Stanley J. Donovan and Jack B. Oakie provided a special treat for the group by taking them to see the cow-calf operation which they are establishing at the Gonzalez finca near Toledo, using cows imported from the U.S. Spain recently revised its import regulations to permit the import of 20,000 non-registered bred heifers of known parentage, and General Donovan and Mr. Oakie plan to establish a foundation herd under the program.

DR. WEBER PETERSON DIES

Dr. Weber H. Peterson, former FAS/USDA employee who retired in 1965, died on May 11 of a heart attack at his home in Annandale, Virginia. He was an associate professor of economics at George Mason College in Fairfax, Virginia at the time of his death.

Dr. Peterson, a native of Lewistown, Montana, received B.S. and M.S. degrees from Montana State College, and obtained his Ph.D. in economics and statistics from the University of Minnesota in 1947.

His USDA career began in the Bureau of Economics, USDA. He later spent several years with the Office of Price Stabilization in Richmond, Virginia, returning to Washington in 1955 as an agricultural economist in the Fats and Oils Division of FAS. From 1956-62 he was with the Trade Policy Division of FAS, and at the time of his retirement was Agricultural Trade Program Coordinator in Export Programs. During this period he served as a senior advisor at several GATT negotiations.

Survivors include his wife, Elizabeth; four children; three sisters; and five grandchildren.

Interment was at Fort Lincoln Cemetery, Washington, D.C.

J. K. McClarren was recently named Assistant to the Assistant Administrator for Market Development. In his new assignment, Mac will be working mainly on the development of new market promotion techniques. Bob Mannion is Acting Director of the International Trade Fairs Division.

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